

THE GLEICHEN CALL

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GLEICHEN, ALBERTA, WEDNESDAY

AUGUST 15, 1934

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REGULAR SESSION TOWN COUNCIL RECENTLY HELD

A regular town council meeting was recently held in the town office at which the mayor and all councillors were present. After the minutes of the previous meeting had been read the business proceeded.

It was announced that just as soon as the secretary could make the necessary collections a payment to the Gleichen Agricultural Association would be made for the land purchased from them at the time the irrigation reservoir was constructed.

C. W. Harrison made a bargain with A. V. Cocks for the barn and fences at the hospital site. He had paid Mr. Cocks \$5 on the deal the total amount which was to be \$35. The town now had judgment against the property for non payment of taxes. The councillors decided to keep to the bargain Mr. Harrison had made with Mr. Cocks and the secretary was instructed to accept \$30 to close the deal.

The Calgary Power franchise was the next subject brought up. The secretary stated he had talked at the power company's office while in Calgary and was informed that Mr. Gaherty would be in Gleichen and he would deal with the matter then but it would be a couple of weeks or so before the council would receive a copy of the proposed new franchise. The Gleichen franchise would be the first one to come up for renewal. The secretary was also informed that there might be changes as follows: reduction of \$6 for 250 kWh, and anything over that 1 cent per hour. There would likely be no change in the street lighting. The council instructed the secretary to write the Calgary Power Co. and explain that the time was limited and that the council did not want to wait until the last minute. Plans and estimates have been received from Mr. Sutermeister and he has decided to leave this matter until later as it was too big an undertaking to go into fully at this meeting.

It was reported that T. P. Clark was not very well satisfied with the treatment given to the sidewalk in front of his property, a special piece of sidewalk had been built special to serve him. The council thought if funds were available it would be good business to enter the side walk from the United Church Mans to the corner of W. Sutermeister's home.

The secretary reported that he had spoken to several people to clean up the rubbish on their property and have it hauled away.

Comment had been heard that the town had no authority to levy a foreign tax when the debts were paid and that they could only levy for maintenance. The matter was not gone into but left over for another meeting.

R. W. Brown applied for approval for a trading license for his premises. This application was approved by the council.

A letter had been received from W. Sutermeister asking for a sign to be erected on the crossing between Gleichen Street and and Eighth Avenue. "Watch for children, drive slowly." The council were of the opinion that no attention would be paid to such a sign, but that if anyone saw what they considered reckless driving to report same to the town police department and they would take the matter up.

It was announced that the wooden rods had arrived at the Cross Lumber Co. yards and a bill for \$31.50 had been received. The bill was not needed but as it had been ordered the town would have to keep them.

The council ordered that they be stored so that they would not warp, and the lumber company be advised to dispose of them at the first opportunity.

Deliveries of cream to the creameries of the province continue to show a substantial increase over last year. Nearly 14 million pounds of butterfat have been received up to the end of July, compared with 12,500,000 pounds for the same period of last year.

Coal production in the province during June totalled 236,980 tons, compared with 220,535. Total production for the first six months of this year was 2,018,112 tons compared with 2,06,978 tons for the same period of 1932.

FLOWER DISPLAY SATURDAY BY HORTICULTURAL SOCIETY

The Horticultural Society's display of flowers will be held in the store adjoining S. Dafoo's Coffee Shop next Saturday afternoon, August 18, commencing at one o'clock in the afternoon. It is particularly requested of all those who are going to exhibit flowers to kindly have them on hand by twelve o'clock at the latest. The committee wish to draw attention of all that this exhibition is open to the country people as well as townspeople and from present indications there will be quite a few exhibits of flowers from the country. The committee specially request of everyone who has a garden to send in a display of something no matter how small. There may be some people who have certain kinds of flowers that may be better than others, or they may have flowers that no one else has, if so bring them along so that all may see.

This display will be for flowers only and there will be no prizes given. This year none of the exhibits will be sold but will be returned to the people who sent them if they so desire. Last year a number of people did not display their flowers possibly owing to the fact that they had the idea others would be better. The committee hope that this will not occur this year.

The idea behind this exhibition is to show what can be done in this district with water and to create interest in flowers. The general public is invited to attend this show and it is expected that every one who can will avail themselves of the opportunity to do so.

PROVINCIAL NEWS

issued by the Publicity Commissioner, Govt. Buildings, Edmonton)

The recent action of the U. S. government in deciding to admit Canadian coal without duty, will, it is believed, bring new business to Alberta coal mines, both domestic and export. The Alberta government trade commissioner has recently been advised of the new arrangement.

Farmers growing sugar beets under contract with the Raymond Sugar factory have recently been paid a bonus on their 1933 crop which brings the total price per ton to \$6.05, compared with the price of \$5.83 received for the 1932 crop. A further bonus is possible later in the fall.

Announcement of the intention of the Dominion government to proceed with the completion of the new mountain highway connecting Banff and Jasper national parks in the Alberta Rockies, is received by Alberta farmers with considerable pleasure. With the announcement comes the statement that labor will be recruited from unemployed ranks at regular rates of wages, which it is believed will assist in relieving the unemployed situation. The new highway, which may be completed within three years, will be one of the finest scenic routes in the world. Some 40 miles have already been completed on the Jasper end, and 17 miles on the Banff end of the route.

An announcement is made by Hon. F. G. Gisborne, minister of agriculture, that the school of agriculture at Vernon Hill will be re-opened this fall, provided the registration of students is sufficient to warrant it. The school at Oats will continue to operate.

The provincial technical school at Calgary enjoyed a successful season, a total of 731 students being registered the past term. In addition 647 unemployed attended 23 classes offered, being given instruction by 36 instructors acting without salary. The school is now conducting a course in aeronautics, the only course of its kind given in Canada. It is planned during the coming term to design and build a complete airplane.

GASOLINE TAXES INCREASING

An increase of 25 per cent in four

CONSERVATIVES OF THIS RIDING APPOINT OFFICERS

At the Conservative convention of Gleichen constituents, held in Strathmore last week the following officers were elected: Honorary president, Rt. Hon. E. B. Bennett; honorary vice-president, D. M. Duggan; president E. N. Ridley, Strathmore; first vice-president, W. McConnell, Gleichen; second vice-president Mrs. R. Stone, Rockyford; secretary-treasurer, H. Frostwick, Gleichen.

The executive consists of S. J. Hedges, Namak, G. Jackson, Cheadle, P. Halam, Iriquois, R. Dobson, Gleichen, R. Stone, Rockyford; J. Hermet, Standard A. Gosling, Dalmead; A. Layzell, Shepard, and Mrs. Myers, Carseland. The executive has power to add.

A. Layzell was chairman of the meeting and F. Pow, secretary-treasurer.

The speakers were D. M. Duggan, M. L. A. R. Stone, and J. W. Crawford, president of the Conservative Association, and Dr. G. D. Stanley, M. P. A large and representative gathering was present.

MRS. EDEN TRUSCOTT

After a lengthy illness Mrs. Eden Truscott passed away at the home of her daughter, Mrs. Nicholas, last Thursday. Some eight months ago Mrs. Truscott had a stroke and was confined to bed since that time. About three weeks ago she took another stroke and gradually sank until she passed away Thursday morning, at the age of 62 years.

She was born in Cornwall, England and came to this district 24 years ago where she has resided continuously ever since. Mrs. Truscott is survived by one child, Mrs. Nicholas, her husband having predeceased her two years ago. The funeral took place Friday afternoon with Mr. E. Phillips of the Baptist church, conducting the services after which interment took place in the Gleichen cemetery.

other from the ground or within a few inches of it.

Spring flowering shrubs form their buds early in summer for next season's bloom so that pruning must be done immediately after the bloom is over. If delayed until winter many of the flower buds will be destroyed and next year there will be little bloom.

Among the shrubs that should be treated in this way are lilac, mock orange, spiraea and viburnums. A fairly safe rule is to remove one-fifth of the older stems each year. In lilacs the difference between the size of the flowers on old wood and that of younger branches, is so great it is difficult to believe they come from the same bush.

Summer bloomers which bloom on shoots of the current season's growth should be pruned when dormant so that strong new growth is formed in spring; hydrangea paniculata, hybrid tea and hybrid perpetual roses and Tamarisks come under this class. Hydrangea arborescens is cut down to the ground each year at the Central Experimental Farm and makes new growth and blooms next year.

Many rose species, barberries and bush honeysuckles only need the dead wood removed. Old plants of rose rugosa should have the old wood cut out near the base so that new strong shoots will grow and renew the plant.

A colored hockey team of Minneapolis is endeavoring to arrange hockey games in Alberta for next winter. That negro team is the only colored hockey team in the world and two years were taken in organizing the organization. They are preparing to make a tour of Canada. No doubt the Gunnars would be exceedingly glad to accommodate them to a game on Gleichen ice, if the price is not too high.

FROM THE FILES OF GLEICHEN CALL TWENTY YEARS AGO

Gleichen is not behind the times even when it comes to war as is shown by the following despatch forwarded to Hon. Sam Hughes at Ottawa: "E. A. Wyndham of Gleichen offers to

Refined Gasoline CRYSTAL CLEAR AND ODORLESS FOR 15c per gallon

Plus tax, F. O. b. our Gleichen Warehouse

Elimination of costly duplicate handling whereby we haul direct from the Calgary refinery, makes a big saving which is passed on to our customers in the above price per gallon.

We also have ROYALITE NAPHTHA from Turner Valley, which is the best produced from that district at 12½c per gallon plus tax

R. S. McQUEEN

Agent For Imperial Oil Ltd.

PHONE 37 GLEICHEN

Notice to Threshermen

LICENSES NOW DUE

All operators of Threshing Rigs and Combines Are Required to Register each season with the Department of Agriculture at Edmonton, and obtain a License to Operate, the Fee for which is ONE DOLLAR. This fee is now due and Payable for the Season of 1934.

All those Operating Threshing Rigs or Combines Without Such License are Liable to Prosecution.

Application for Licenses should be made at once to municipal secretaries or to

DEPARTMENT OF AGRICULTURE ALBERTA EDMONTON

raise and equip with horses and addies fifty mounted infantry for service wherever required." Signed C. J. Bray, mayor of Gleichen, T. H. Beach, chairman of committee.

Biggars, J. P. Lawrie, Stan Taylor, C. S. White, A. White Otoe and E. F. Wheeler of Nakata have returned home from their fishing expedition. They had plenty of sport.

F. Scott was seriously ill the first of the week, but is now getting better.

The entire town of Cluny was at the station on Wednesday afternoon to see Edwin Forsyth off on a trip to his home in the east. He was the best player on the Cluny ball team.

The Gleichen-Shepard off is now in regular use for passenger and freight trains.

No. 1 Northern wheat \$8c; No. 2 8c; feed oats 32; malting barley 4c; flax \$1.15.

Miss Lillian Moss has gone to visit relatives at Scotfield for a couple of weeks.

By overturning of a auto Mrs. E. Hill of the Buffalo Hills recently sustained severe injuries.

Mr. and Mrs. Tucker and child leave tomorrow for Seville, where they will reside in future. Mr. Tucker has long been bookkeeper for the Southern Alberta Land Co.

You'll Always Remember her as "PEG" MARION DAVIES in

"Peg O' My Heart

\$8,000,000 to spend! What would you do if you were poor, simple Peg?

No wonder this stage play made audiences laugh and cry all over the world

AT 7.30 AND 9 P.M.

NEWS COMEDY

GLEICHEN COMMUNITY HALL

The Gleichen Flour Mill

Bargains

FOR HOLIDAY TIME

TO PACIFIC COAST

from Port Arthur and West to Nelson Revelstoke and West AUG. 15 to 25 incl.

Return Limit

21 DAYS

Good for steamer at Banff, Nelson and points West.

Good in Coaches with additional charge For Tourist Sleepers

Apply Ticket Agent CANADIAN PACIFIC

A robin and a bluejay Were lurching in the shade. In the course of conversation The bluejay wisely said,

"A lucky thing for Gleichen, To have a mill like this, It brings a lot of trade here That we otherwise would miss."

"Oh, yes", the robin answered, "Your statement is quite true, But the most important feature is, It helps the farmers too."

WILL BE IN GLEICHEN EVERY MONDAY

At The McKay Hardware Good Watch, Jewellery and Clock Repairing

A Complete Line of Jewellery in Stock

At All Times P. B. DISCHER, Jeweller Gleichen

The Leader for Over Forty Years

"SALADA" TEA

"Fresh from the Gardens"

Conscience And The "Talkies"

Hollywood and the motion picture industry have been occupying even more than their accustomed share of the newspaper spotlight during recent months—and to some effect. There are indications the results of inquiry and publicity will have a salutary (if not sanitary) influence upon the product distributed for the entertainment and edification of the theatre-going public.

The tremendous potency of the "Talkies" as agents for popular uplift, perhaps transcending that of the pulpit or the press, has found all too belated recognition in official quarters. Steps should have been taken, years ago, to ensure the influence exerted should be for good, for the elevation, not the debasement, of public taste. Institution of a more direct and rigid censorship at the source of supply now, appears very much like closing the stable door after the horse has been stolen. Much harm has been done already.

Death of Dillinger, who had the unenviable notoriety of being classed as "The Public Enemy No. 1," just as he left a Chicago theatre where a "crime" picture had been shown, came as a somewhat lurid commentary upon the feature of the business which had been engaging public attention. There had been a series of "crime" films—pictures which, despite the anodyne of a little sticky sentiment, had tended to metamorphose the "public enemy" into the "public hero," to sugarcane the sordid and the subversive. The morbid and degrading curiosity of the mob which battled for sanguinary souvenirs of the dead Dillinger (the blood-stained garments and be-spattered paving stones) can be construed only as a species of hero-worship—a hero-worship gone hay-wire, become depraved and distorted.

The "crime" picture had been accompanied by an apparently endless string of "sex" films. It was only right, therefore, and to be expected, that the Dillinger climax to the first should be paralleled by an equally sensational climax in the case of the second. The "sex" series ended in a notorious "morals scandal" trial which occupied the attention of a Hollywood court at the very time police were ending the hectic career of the gangster.

There is no gainsaying that presentation of crime and sex in the average film has been anything but a healthy influence; nor can it be gainsaid that the sole criterion of motion picture production in the past has been box-office receipts. Such a criterion inevitably led to over-emphasis of sensationalism, the featuring of the thrill; and the anodyne of a little moral sentiment has never been applied in sufficient dosage to neutralize the possible evil effects upon impressionable minds of scenes and sounds of doubtful moral quality.

Action finally has been taken to impose a new and stricter censorship upon the film industry, which proposes to expurgate the more harmful features of Hollywood box-office attractions placed in circulation. The censorship will apply not only to the pictures themselves, but also to the stories procured for film purposes.

Concerning the average story submitted and accepted, there apparently is a reason why they would be trite and commonplace both in theme and presentation. Apparently there is no premium upon the trivial. James R. Gregor, noted playwright and actor, has been giving some rather cynical advice on "How To Write A Talkie" to readers of the *Loeb's* (Edmonton) Mercury. He advises aspiring scenario-writers never to try for style, and never to write like a Galbraith, a Hardy or a Maxed Ford, bare-bones and nothing more is wanted. He concludes in this vein:

"Never mind feeling ashamed of the story—send it off at once before your conscience gets going. And as soon as you've sent it off, start on another—or the same one made slightly different. When your first story comes back from the first film company, send them the second and send the first to another firm. When you have about a dozen stories, keep them circulating. Don't hesitate about sending the same people a story which they have once rejected. They have probably changed their reader in the meantime."

Apparently the motto for those who seek this way to wealth is: "Abandon conscience those who wish success".

Receive Big Salaries

Motion Picture Stars Receive More Pay Than U.S. President

The United States motion picture industry, even while suffering a loss of \$19,589,393 last year, was shown to have given 110 people larger salaries in 1933 than that received by President Roosevelt.

Three others equalled Mr. Roosevelt in the salary he would have received without his government pay, cut—\$75,000.

The peak yearly pay cheque for the industry, \$315,000, was paid to an unnamed actor. The second highest, a salary of \$296,250, went to an "artist" who received \$100,000 a week when he or she was working.

These figures were contained in a report of N.R.A.'s six months' study of the producing, distributing and exhibiting branches of the film industry.

In his youth, George Washington made a trip to Barbados in the West Indies.

Some animals of the same species have more ribs than others.

Looseness Of the Bowels During the Summer Months

It is seldom, during the summer, that most people are not troubled with some form of looseness of the bowels. Generally it develops into Diarrhea, Dysentery or Summer Complaint, and has a tendency to weaken the system.

Do not check the discharges too suddenly. Do not experiment with a new and untried remedy, but take Dr. Fowler's Extract of Wild Strawberry, a remedy that has been used by thousands of families during the summer.

Do not accept a substitute. Be sure and get "Dr. Fowler's" when you ask for it.

Put up only by The T. Milburn Co., Ltd., Toronto, Ont.



INFORMAL PICTURES OF DUKE AND DUCHESS OF MARLBOROUGH



With the recent passing of the Duke of Marlborough at the age of 82, the Marquis of Blandford (left) becomes the tenth Duke. At the right is the new Duchess of Marlborough, photographed at one of the recent important race meets which she attended with the Duke.

Giant Mersey Tunnel

Huge Engineering Feat Is Formally Opened By The King

The world's longest underwater roadway, the giant new Mersey tunnel between Liverpool and Birkenhead, was recently formally opened by the king.

His Majesty pressed a golden switch which rolled back huge green gates that had remained closed ever since the tunnel was opened. The opening was what has been called the greatest engineering feat of modern times. The tunnel has four lanes for vehicles and broad sidewalks for pedestrians.

"Who can reflect without awe on that will and power of man which in our time has created the noble bridges of the Thames, the Forth and the Sydney harbour, and has driven tunnels such as this in which many streams of wheeled traffic may run in light and safety below the depth and turbulence of tidal waters bearing the ships of the world."

The tunnel is named the Queensway in honor of the queen.

It was conservatively estimated that more than a million persons were present.

The tunnel has been under construction for nine years. Outside of the actual boring the chief difficulty encountered was that of ventilation. The total cost is estimated at \$30,000,000. The tunnel contains a three-mile roadway of special cast-iron sections.

Building Activity At Coast

Considerable Construction Work Going On In British Columbia

Considerable activity is noted just now in British Columbia construction circles. Road-surfacing, theatre building and home-building are noted in contracts recently signed, while largest of the enterprises is a new mill of the Great Central Sawmills, Great Central Lake, which is being built at Port Alberni. Cost of the plant is estimated at about \$300,000, and an average of 500 men will be employed.

With the exception of buckwheat, the grain grown in Canada during May, 1934, were lower than in May last year. The amounts in bushels, with the comparative figures for May last year in brackets, were: wheat, 5,258,707 (5,958,063); oats, 578,306 (821,591); corn, 144,344 (194,404); barley, 47,978 (49,211); buckwheat, 3,808 (2,744), and mixed grain, 726,298 (1,921,874).

Canada is specifically mentioned in an order issued by the German government respecting the importation of fruit into Germany. All imports from the Dominion must be shipped direct to specified ports and be subject on arrival to inspection for San Jose scale and railroad worm.

The shortest route from New York to China is over the North Pole.



HUSBAND: "Those people who are too lazy to clean up here don't know what they've missed!"

Chance For Canadian Girls

Australian Lacemaker Hopes Some Will Copy His Designs

"For the instruction of Canadian girls" an Australian lacemaker, William Blacker of Home Creek, Queensland, has sent to Canada a specimen of lace and two lacemaking sermons.

The lace is in the hands of Col. Wilfrid Bovey, president of the Canadian Lacemakers' guild, at McGill University.

In the letter which accompanied the specimens, Mr. Blacker explained he learned to knit and to make fishing nets during a long illness in his boyhood, and later used this experience to make lace after an idea of his own. The inspiration for the wood carving, he said, was gained through watching Australian aborigines at work.

Mr. Blacker complained that very few of the girls with whom he comes in contact in Australia have the necessary proficiency in knitting and net making, and they have not the time to learn; so he fears that his skill in lace making will be lost.

Thinking that, because "of the long cold winters" in Canada, the girls here may be more ready to stay home and knit, he sent his designs and expressed the hope that some Canadian girls "who take an interest in artistic matters may enjoy trying to produce something that will be a novelty."

Scientists Are Puzzled

Striped Tree In California Producing Pink Lemons

Pink lemons are being grown in California. They are growing on one tree in a grove which has become a Mecca of astonished scientists who gather there to witness the weird and periodically and gravely pinch themselves. The skin and fruit of the lemons are a vivid pink, but this is not the only strange feature about the tree. The trunk and branches are striped, while some of the branches are white and others green. The white boughs are quite barren.

The Soviet government claims to have spent more than \$50,000,000 rubles in the last five years on the gold mining industry. Its foreign trade for gold mining machinery have grown visibly. Officials of the Bolshevik regime assert that Russia's gold deposits are well-nigh inexhaustible and that the U.S.S.R. some day will exceed even the Transvaal, richest gold source ever found.

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CHANTECLER
DOUBLE AUTOMATIC BOOKLET
only 5¢
QUALITE EXTRA SUPERIEURE
IN THE BEST PAPERS —
IN THE HANDIEST BOOKLET OF THEM ALL!
5¢

Well Known "Mountie" Chosen

Corporal Stalworth Recommended To Shackleton As Weather Expert

When Edward Shackleton, leader of the Oxford University exploration expedition into the Canadian Arctic this summer, asked the Canadian government for an experienced expert on conditions in the frozen wastes of the far north, Corporal F. H. Stalworth of the R.C.M.P., formerly a constable in Alberta and now at Ottawa, was immediately named.

Famed for his exploits in the lonely Ellesmere Island district, Corp. Stalworth is accompany the expedition to that territory where it is planned that Shackleton will establish the camp.

Five years in various parts of the Arctic and his splendid work on the Bache peninsula, where, at one time he was marooned for a whole year, have fitted Corp. Stalworth for this new post he will fill.

Last November, Miss Hilda Austin, daughter of the rector of St. Catherine's church, Edson, married Mr. Stalworth and during his absence in the north she will remain in England with her husband's parents. The expedition planned the journey into the north from the European side and while in Ellesmere land will make an attempt at reaching the north pole.

Huge Producer Of Gold

Expect Soviet Output Will Be Second Largest In World

Soviet Russia now ranks as the second largest producer of gold in the world as the result of spectacular output gains in the past two years, the most recent estimates, official and otherwise, indicate.

The 4,000,000 fine ounces of gold which the Soviet Union is expected to produce this year would outstrip both Canada and the United States, long rivals for the position of runner-up to South Africa. Russian output in 1933 is officially placed at 2,489,000 fine ounces by the government, a gain over 1932 of 142 per cent and more than twice the annual average of Czarist days.

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Tree Planting Plan

Shelter Belt 100 Miles Wide From Canada To Texas To Be Planted

United States Secretary of Agriculture Henry Wallace announced that work would begin immediately on a \$75,000,000 project to plant a forest shelter belt 100 miles wide extending from the Canadian border to Texas.

President Roosevelt in an executive order signed July 11, allocated \$5,000,000 of emergency funds to begin the work.

An Appropriate Text

Before beginning his sermon one Sunday evening a certain minister said that he was sorry to have to complain about the congregational offertories, but he felt bound to make a protest and an appeal. "In last Sunday's collections," he said, "there were no fewer than six buttons. I hope such a thing will not occur again."

Then turning to the Bible, he announced the text: "Rend your hearts and not your garments!"

Soviets Find Salt Mountain

Described as "an immense dome of salt," a mountain has been discovered by Soviet prospectors in South Tadzhikistan, near the Afghan border. It is named Hodzha, is 24,000 feet high, and believed to contain about 30 billion tons of pure white salt. Mining will be started at once.

To Save Sugar Crop

Flies Brought From Brazil To British Guiana

Three men nearly lost their lives on a journey of 1,600 miles to bring some flies from the interior of Brazil to Georgetown, British Guiana. The flies, it is hoped, will save the chief product of this British colony—the sugar crop. In six special packages the flies had travelled 500 miles down the River Amazon to Pará by fast motor launch, and then 1,600 miles by air mail. They have been brought to fight the moth borers, a pest which at present destroys about 20 per cent of the sugar crop by burrowing through the sweet cane. They are "Amazon flies," and their existence—and partiality for moth borers—was discovered after two years of research by Dr. J. G. Myers, of the Imperial Institute of Entomology. Dr. Myers set out to bring a "force" of these flies with a number of assistants, and has had an adventurous journey. The launch in which he brought the flies down the Amazon had to be carried on a bullock wagon over twenty miles of mountainous country. Once the boat was swamped in rapids, and Dr. Myers and his two chief assistants had a narrow escape from drowning. All the scientific instruments for the expedition were lost. But the flies were saved and, if conditions suit them, they should obliterate the moth borers.

Puzzle Has Been Solved

Japan Bought Scrap Iron For Manufacturing Factories At Home

Several months ago the American jingo press reported that Japanese merchants were buying scrap iron in this country and elsewhere, giving detailed information as to ports of loading and shipping lines. It was conjectured that Japan was using this method to procure cheap iron and steel supplies for the manufacture of war material, and sentimental tears were shed over the fate of ocean liners like the Baltic and the Megantic, which were reported to have been bought and dismantled for this ignoble purpose.

Since then American agents in Japan have made the amazing discovery that the Japanese authorities were selling this iron at cost price to manufacturers at home. The secret is out. Tokyo has purchased three-quarters of a million tons of idle shipping abroad for \$5,000,000 f.o.b. It will not be long before the last ships return to the American market as \$125 bicycles, \$175 automobiles, \$4,500 radios, etc., etc. New York Post.

Cancer Diagnosis

A new aid in the diagnosis of cancer was claimed in Russia by Professor Tsoi, who in the form of chlorine injections in the blood. Tsoi reported that by this method he was able not only to diagnose the disease but also discover persons predisposed to cancer.

Flour production in Canada for the month of May this year amounted to 1,175,433 barrels, exceeding the amount for the previous month but lower than for May last year when 1,334,101 barrels were produced.

"Many a young woman," says Dorothy Dix, "has helped save the top of the ladder." Sure, and then decided to hang the picture elsewhere.

CONFINE
COOKING OATS
CANAPIAR

Improves flavour of meat, fish and vegetables. Pays for itself many times over. All dealers, etc. write.

CONFINE PAPER PRODUCTS
MELTON, ONTARIO



Calgary Dry

The West's Finest Ginger Ale

A RITZY RECEIPE
FOR BIG THIRTS
ON SUMMER DAYS

UNION-MADE BY
CALGARY BREWING & MALTING
COMPANY, LIMITED

Two Other Favorites
Orange CRUSH
AND
CRUSH Rickey

Insist on Genuine
BUFFALO BRAND

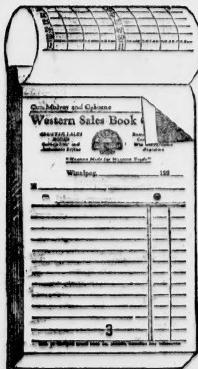


Mrs. Secretary of The Treasury

Now a days it is becoming more and more the practice, particularly among the younger people, to regulate expenditure of income by the budget system. To the wife is delegated the task of keeping the family expenses within set limits—she is the real secretary of the family treasury. She must count the pennies and stretch them to their utmost buying power.

The modern woman knows how to make a dollar purchase one hundred cents' worth of value. She reads the advertisements in her newspaper and notes what is being advertised that she needs. She scans them closely to know what is newest and best in clothes, in foods, in utilities that will make the home work easier, the little luxuries that will make it more comfortable. Yet her purchases are regulated by the budget—advertising helps her to keep within bounds.

Such is the value of advertising to the woman in the home. It is her faithful adviser, ever ready to tell her what, when and where to buy and how much to pay.



For Counter
Sales Books
See us

Prices went up lately
Better order your
supply now

The Gleichen
Call

Town & District

Mrs. E. Binder left for Banff last week where she will spend a holiday visiting Mrs. J. Blackhouse.

Born to Mr. and Mrs. Charles Jones of Cluny, daughter, on Wednesday, July 24.

C. W. Harrison has a field of oats that demonstrates what irrigation will do. Part of the field that he watered last fall and this year shows a wonderful growth, much more so than that watered this year only. The part of the field that got no irrigation whatever looks very bad indeed. He states that his oats should run over 60 bushels to the acre.

Sunday evening a splendid shower of rain fell on the district. Again Monday afternoon and evening another downpour thoroughly soaked the ground.

Mrs. J. Black was recently called to the bedside of her mother, Mrs. L. Graham at Provost, Alta., owing to serious illness. News comes to Gleichen that Mrs. Graham passed away Sunday morning at Edmonton, at the age of 68 years. She was a native of Lucknow, Ontario, and came to the Provost district in 1910. In 1917 she took over the management of the Alberta government telephone office which she occupied until recently. Her husband predeceased her many years ago. Two daughters survive her, Mrs. J. Black of Gleichen and Mrs. H. Frizzell, Provost.

Mr. and Mrs. H. Scott announce the marriage of their third daughter, Verne Alice Morrow, to Mr. Clifford Alexander Thompson, both of Gleichen, on July 4th, 1934, by Rev. Rex Brown, Calgary.

When the rains hold off and the rivers shrink, and crops wither under the blazing sun, the motor car suffers about as anything else. This, at least, was true in Great Britain where the long prevailing drought has been a serious affliction. So pitch so indeed that the House of Commons was constantly debating ways and means to preserve the water supply. Householders were forbidden to use water from taps or hydrants for washing cars. Garages using hydraulic hoists were officially prohibited the thirty gallons required every time a car was lifted from the floor. It was even suggested that a veto be placed on the holding of any Concours d'Elegance, because to prepare cars for such events a large quantity of water is necessary. To this suggestion one magazine replied "If, in addition, motor cars will suffer from adding water to their batteries, we feel that the drought problem will be solved."

Mr. and Mrs. Nicholas wish to thank their many friends for their kind assistance during Mrs. Truscott's illness and also at the time of bereavement.

NOTICE

TOWN OF GLEICHEN

Notice is hereby given that it is the intention of the Council of the Town of Gleichen to undertake the following local improvement and a by-law has been passed to that effect:

To construct a sewer line from the manhole at the intersection of Crawford Street and Eighth Avenue, thence southerly on Eighth Avenue to the high point which is approximately three hundred feet (300 feet) more or less distant from said manhole.

A special frontage assessment of 10 cents per foot has been adopted to be levied against the lands abutting on that portion of Eighth Avenue where the sewer will be laid, according to the number of linear feet thereof of the several lands fronting on Eighth Avenue until the cost of the sewer and the cost of construction to each property has been paid.

Until the majority of the property owners of lands that may be assessed therefore, representing at least one half in value thereof as aforesaid, petition the council against the same before September 5th, 1934, this local improvement mentioned herein will be undertaken and the cost thereof assessed by the system of assessment referred to in this notice.

Dated at Gleichen, Alberta, this 14th day of August, A.D. 1934
M. MURRAY,
Sec.-Treas.

ADVERTISING CUTS PRICES

Persons who have not given the subject of advertising serious thought may be inclined to believe that standard products could be sold cheaper if the manufacturers did not spend so much money in advertising them. The contrary is the truth.

Every concern which seeks a general market for its goods finds it necessary to set aside a certain sum each year for advertising, and this is charged as a part of the operating expenses, the same as rent, fuel or in-

MISCELLANEOUS ADS.

FRESH COW—For sale, Phone No. H120, Mrs. J. C. Hutchison.

FOR SALE—McCormick threepoint combine, thresher and pickup, good very little. A real buy at \$1000. Phone 275, W. C. Hitchner, High River, Alta. 22

FOR SALE—Good Young cow, fresh August. Apply J. C. Buckley,

FOR SALE CHEAP—One cook car in good condition with stove and some dishes. One bunk car with good trucks. Apply L. Michael. 10¢

STRAYED

On the premises of W. Whittaker, Cluny, Alta., one bay gelding, white spot on forehead, four years old. N branched left jaw. D. Clark, Brand Reader, Cluny. 22



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